

**EPA ENERGY STAR PROGRAM EVALUATION  
TELEPHONE SURVEY FORM  
DRAFT SURVEY INSTRUMENT**

**PROGRAM:** Office Equipment Partnerships Program  
**SUBJECTS:** Office Managers of Copiers and Imaging Equipment  
**ADMINISTRATION:** To be administered by Opinion Dynamics Corporation using Computer Assisted Telephone Interviewing

**CUSTOMER IDENTIFICATION**

**Company:** [from sample] \_\_\_\_\_  
**Address:** [from sample] \_\_\_\_\_  
**City, State, Zip** [from sample] \_\_\_\_\_  
**Telephone:** [from sample] \_\_\_\_\_  
**4 Digit SIC Code:** [from sample] \_\_\_\_\_  
**Industry Description:** [from sample] \_\_\_\_\_  
**Employment Category:** [from sample] \_\_\_\_\_  
**Survey ID Number:** \_\_\_\_\_

**Lead in:**

Hello, this is \_\_\_\_\_ calling from \_\_\_\_\_. We're conducting a survey on energy use in copiers and fax machines for the United States Environmental Protection Agency.

**Confirmation of Sample Information**

Is this [NAME OF COMPANY] located at [ADDRESS, CITY, STATE]?

IF YES: CONTINUE.

IF NO: THANK AND TERMINATE.

**Identification of Respondent**

May I speak with the person who oversees the purchase and maintenance of copiers and fax machines at this location?

IF SYSTEM MANAGER NOT AVAILABLE, ASCERTAIN THE INDIVIDUAL'S NAME AND A GOOD TIME TO CALL BACK.

Office Manager's Name: \_\_\_\_\_

Call back time: \_\_\_\_\_

**Lead in for respondent.**

Hello, this is \_\_\_\_\_ calling from \_\_\_\_\_. We're conducting a survey on energy use in office systems for the United States Environmental Protection Agency. This interview should last 10 to 15 minutes. All information you provide will be strictly confidential and will not be linked in any way to you or your company.

If it is convenient I would like to do the survey now. IF NOT CONVENIENT, SCHEDULE A CALLBACK TIME.

**Screenener**

First, I'd like to confirm some basic information about your company.

SC1. Is [INDUSTRY DESCRIPTION] one of the main business activities of your company at this location?

Yes [CONTINUE TO SC2.] ..... 1

No [THANK AND TERMINATE] ..... 2

SC2. Approximately how many full-time employees work at your location?

ENTER NUMBER OF EMPLOYEES ..... \_\_\_\_\_

Don't Know ..... 97

COMPARE TO SAMPLE EMPLOYMENT CATEGORY. IF IN THE SAME CATEGORY OR WITHIN 20 OF CLOSEST CATEGORY BOUNDARY, CONTINUE. IF NO MATCH, THANK AND TERMINATE.

And now I'd like to get some basic information about your job.

SC3. What is your job title?

Office Manager ..... 1

Equipment Manager ..... 2

Business Manager ..... 3

Information Systems Manager ..... 4

Other ..... 9

SC4. Which of the following responsibilities does your job include? [CODE 1=YES, 2=NO.]

a. Specification of copiers and fax machines for purchase ..... \_\_\_\_

b. Configuration of copiers and fax machines ..... \_\_\_\_

c. Installation of copiers and fax machines ..... \_\_\_\_

d. Maintenance of copiers and fax machines ..... \_\_\_\_

IF SC4a = 2 AND SC4b = 2, ASK TO SPEAK WITH THE PERSON WHO PERFORMS SPECIFICATION OR CONFIGURATION FUNCTIONS.

SC5. How long have you been in your current position?

ENTER NUMBER OF YEARS/MONTHS ..... YEARS\_\_\_\_, MONTHS\_\_\_\_

IF LESS THAN THREE MONTHS, ASK TO SPEAK WITH A PERSON ON THE STAFF WHO HAS BEEN DOING A SIMILAR JOB FOR MORE THAN THREE MONTHS. IF NO SUCH PERSON, TERMINATE.

**ENERGY STAR Label Recognition and Understanding**

ME1. Are you aware of the ENERGY STAR label for office equipment?

Yes ..... 1  
 No ..... 2  
 Don't Know..... 97

IF ME1 = 2 OR 97, THEN SKIP TO ME10, ELSE ASK ME2.

ME2. Please describe what the label looks like? [CHECK ALL LABEL ELEMENTS MENTIONED.]

Green color ..... 1  
 Blue color..... 2  
 Yellow color ..... 3  
 Oblong shape..... 4  
 Shaped in a semi-circle..... 6  
 Has a star..... 7  
 Has the word Energy..... 8  
 Has world map ..... 9  
 Other (specify) ..... 94  
 Don't Know..... 97

ME3. Where have you seen the label? [CHECK ALL MENTIONED]

On Computer ..... 1  
 On Monitor ..... 2  
 On Printer ..... 3  
 On Scanner..... 4  
 On Shipping box ..... 5  
 On literature (manuals, catalogues)..... 6  
 In Print Advertising..... 7  
 In Broadcast Advertising ..... 8  
 Other (Specify) ..... 94  
 Don't Know..... 97

ME4. What does the ENERGY STAR label mean to you when you see it applied to copiers and fax machines? [CHECK FIRST ATTRIBUTE MENTIONED IN COLUMN ME4a. CHECK OTHER MENTIONS IN COLUMN ME4b.]

	ME4a. First Mention	ME4b. Other Mentions
Less pollution	1	1
Lower utility bills [GO TO ME4c.]	2	2
Lower energy consumption [GO TO ME4c]	3	3
High quality	4	4
Product standards and/or testing	5	5
Government endorsement	6	6
Inconvenience	7	7
Other (Specify)	8	8
Don't know	97	97

ME4c. How much energy do you believe ENERGY STAR equipment saves, as a percentage of the energy used by equipment that does not qualify for the ENERGY STAR label?

Enter percent ..... \_\_\_\_\_

Don't know ..... 97

## Energy Usage - Copiers

EUC1. How many of the following types of copiers are in use at your location? ENTER NUMBER OF EACH TYPE OF COPIER. ENTER 97 FOR DON'T KNOW.

- Speed between 0 and 20 copies per minute and multi-function devices (machines that combine fax, printer, and copier functions)..... \_\_\_\_\_
- Speed between 21 and 44 copies per minute ..... \_\_\_\_\_
- Speed of 45 copies per minute and greater ..... \_\_\_\_\_
- Total number of copiers ..... \_\_\_\_\_

IF EUC1c > 0, ASK EUC2 SEQUENCE; ELSE SKIP TO EUC3 SEQUENCE INSTRUCTION.

## EUC2

This series of questions refers only to large copiers at this location. That is, machines with copying speeds of 45 copies per minute or greater.

EUC2a. What percentage of the large copiers at this location qualify for the ENERGY STAR label?

Enter percentage..... \_\_\_\_\_

Don't Know..... 97

EUC2b. What percentage of the large copiers at this location are left on at all times during normal business hours?

Enter percentage..... \_\_\_\_\_  
 Don't Know..... 97

EUC2c. During normal business hours, do your large copiers ever go into sleep mode? That is, do they automatically shut down temporarily so that they need to warm up before beginning a copy job?

Yes ..... 1  
 No ..... 2  
 Don't know ..... 97

IF EUC2c = 1 ASK EUC2d, ELSE SKIP TO EUC2e.

EUC2d. On average, how many hours a day do your large copiers spend in sleep mode?

Enter number of hours..... \_\_\_\_\_  
 Don't know ..... 97

EUC2e. On an average weekend day, what percentage of your large copiers are left on?

Enter percentage..... %  
 Don't know ..... 97

EUC2f. Compared to normal business hours, what volume of copying do you do on your large machines? Would you say it is...

About the same ..... 1  
 About 75 percent..... 2  
 About 50 percent..... 3  
 About 25 percent..... 4  
 About 10 percent..... 5  
 Less than 10 percent..... 6  
 Don't know ..... 97

EUC2g. What percentage of the large copiers installed at this location are configured with power management technology enabled? That is, they are set up to go into sleep mode after a period of inactivity.

Enter percentage..... \_\_\_\_\_  
 Don't Know..... 97

### EUC3

IF EUC1b > 0, ASK EUC3 SEQUENCE; ELSE SKIP TO EUC4 SEQUENCE INSTRUCTION.

This series of questions refers only to medium sized copiers at this location. That is, machines with copying speeds of between 21 and 44 copies per minute or greater.

IF EUC1c > 0, ASK EUC3, ELSE SKIP TO EUC3a.

EUC3. Would you say that your medium sized copiers are used more, less, or about the same amount of time as your larger copiers?

More ..... 1  
 Less ..... 2  
 About the same ..... 3  
 Don't know ..... 97

IF EUC3 = 3, SKIP TO EUC3g, ELSE ASK EUC3a.

EUC3a. What percentage of the medium-sized copiers at this location qualify for the ENERGY STAR label?

Enter percentage.....  
 Don't Know..... 97

EUC3b. What percentage of the medium-sized copiers at this location are left on at all times?

Enter percentage.....  
 Don't Know..... 97

EUC3c. During normal business hours, do your medium-sized copiers ever go into sleep mode? That is, do they automatically shut down temporarily so that they need to warm up before beginning a copy job?

Yes ..... 1  
 No ..... 2  
 Don't know ..... 97

IF EUC3c = 1 ASK EUC3d, ELSE SKIP TO EUC3e.

EUC3d. On average, how many hours a day do your medium-sized copiers spend in sleep mode?

Enter number of hours.....  
 Don't know ..... 97

EUC3e. On an average weekend day, what percentage of your medium-sized copiers are left on?

Enter percentage..... %  
 Don't know ..... 97

EUC3f. Compared to normal business hours, what volume of copying do you do on your medium-sized machines? Would you say it is...

About the same .....	1
About 75 percent.....	2
About 50 percent.....	3
About 25 percent.....	4
About 10 percent.....	5
Less than 10 percent.....	6
Don't know .....	97

EUC3g. What percentage of the medium-sized copiers installed at this location are configured with power management technology enabled? That is, they are set up to go into sleep mode after a period of inactivity.

Enter percentage.....	_____
Don't Know.....	97

#### EUC4

IF EUC1a > 0, ASK EUC4 SEQUENCE; ELSE SKIP TO EUC5.

This series of questions refers only to small copiers at this location. That is, machines with copying speeds of less than 21 copies per minute or greater.

IF EUC1c or EUC1b > 0, ASK EUC4, ELSE SKIP TO EUC4a.

EUC4. Would you say that your small copiers are used more, less, or about the same amount of time as your larger copiers?

More .....	1
Less .....	2
About the same.....	3
Don't know .....	97

IF EUC4 = 3, SKIP TO EUC4g, ELSE ASK EUC4a.

EUC4a. What percentage of the small copiers at this location qualify for the ENERGY STAR label?

Enter percentage.....	_____
Don't Know.....	97

EUC4b. What percentage of the small copiers at this location are left on at all times?

Enter percentage.....	_____
Don't Know.....	97

EUC4c. During normal business hours, do your small copiers ever go into sleep mode? That is, do they automatically shut down temporarily so that they need to warm up before beginning a copy job?

Yes ..... 1  
 No ..... 2  
 Don't know ..... 97

IF EUC4c = 1 ASK EUC4d, ELSE SKIP TO EUC4e.

EUC4d. On average, how many hours a day do your small copiers spend in sleep mode?

Enter number of hours.....  
 Don't know ..... 97

EUC4e. On an average weekend day, what percentage of your small copiers are left on?

Enter percentage..... %  
 Don't know ..... 97

EUC4f. Compared to normal business hours, what volume of copying do you do on your small machines? Would you say it is...

About the same ..... 1  
 About 75 percent..... 2  
 About 50 percent..... 3  
 About 25 percent..... 4  
 About 10 percent..... 5  
 Less than 10 percent..... 6  
 Don't know ..... 97

EUC4g. What percentage of the small copiers installed at this location are configured with power management technology enabled? That is, they are set up to go into sleep mode after a period of inactivity.

Enter percentage.....  
 Don't Know..... 97

EUC5. Of all of the copiers in your location, how many are color copiers?

Enter Number.....  
 Don't Know..... 97

IF EUC5 > 0, ASK EUC5a, ELSE SKIP TO EUC6.

EUC5a. How many of your color copiers fall into each of the following size categories? ENTER NUMBER OR 97 FOR DON'T KNOW.

1) Large, that is 45 or more copies per minute.....  
 2) Medium-sized, that is 21 - 44 copies per minute.....  
 3) Small, that is 20 or fewer copies per minute.....



EUC6. Over the past two years, has the percentage of ENERGY STAR labeled copiers installed at this location increased, decreased, or stayed about the same?

Increased ..... 1  
 Decreased..... 2  
 Stayed about the same ..... 3  
 Don't know ..... 97

EUC7. Over the past two years, has the percentage copiers installed at this location with power management enabled increased, decreased, or stayed about the same?

Increased ..... 1  
 Decreased..... 2  
 Stayed about the same ..... 3  
 Don't know ..... 97

EUC8. What percentage of new copiers are configured with power management technology enabled?  
 That is, configured to use the sleep mode when not in active use.

Enter Percent (%).....  
 Don't Know..... 97

IF EUC8<100%, THEN EUC9; ELSE EUC10

EUC9. What is the main reason why you do not configure 100% with power management enabled?  
 [CHECK ONE ONLY.] Are there other reasons? [CHECK ALL THAT APPLY.]

	<b>EUC9a. Main Reason</b>	<b>EUC9b. Other reasons</b>
Incompatible with system operations	1	1
User inconvenience	2	2
Too much effort for staff	3	3
Other(specify)	7	7
Don't Know	97	97

EUC10. What percentage of your copiers have duplexing capability?

Enter Percent (%).....  
 Don't Know..... 97

EUC11. What percentage of your copiers have automatic duplexing enabled?

Enter Percent (%).....  
 Don't Know..... 97

IF EUC11<100%, THEN EUC13, ELSE EUC14

EUC13. Why don't you configure 100% of the copiers with automatic duplexing enabled? [CHECK ALL MENTIONED]

User inconvenience..... 1  
 Too much effort..... 2  
 Other(specify) ..... 94  
 Don't Know..... 97

EUC14. Have you purchased a copier since July 1995?

Yes ..... 1  
 No ..... 2  
 Don't know ..... 97

IF EUC14 = 1, ASK EUC 15, ELSE SKIP TO EUF1.

EUC15. Thinking back to the last copier you purchased, did the installer or technician tell you about the copier's power management features?

Yes ..... 1  
 No ..... 2  
 Don't know ..... 97

EUC16. Was the last copier you purchased installed with power management technology enabled?

Yes ..... 1  
 No ..... 2  
 Don't know ..... 97

## Energy Usage: Fax Machines

EUF1. How many fax machines do you have in your office?

Enter Number.....  
 Don't Know..... 97

EUF2. What percentage of the fax machines at this location are left on at all times; that is: 24 hours per day, seven days per week.

Enter percentage.....  
 Don't know ..... 97

EUF3. During a weekday, what is the average number of hours a typical fax machine is at full power mode (that is, ready to fax)?

Hours .....  
 Don't Know..... 97

- EUF5. What percentage of your fax machines qualify for the ENERGY STAR label?  
 Enter Percent (%)..... \_\_\_\_\_  
 Don't Know..... 97
- EUF6. What percentage of your fax machines are currently configured with power management technology enabled? That is, they automatically shut down so that they need to warm up in order to send a fax.  
 Enter Percent (%) [GO TO EUF7] ..... \_\_\_\_\_  
 Don't Know [SKIP TO EUF7a]..... 97
- EUF7. What was that percentage 2 years ago?  
 Enter Percent (%) [SKIP TO EUF8]..... \_\_\_\_\_  
 Don't Know [GO TO EUF7a] ..... 97
- EUF7a. Over the past two years, has the percentage of fax machines installed at this location increased, decreased, or stayed about the same?  
 Increased ..... 1  
 Decreased..... 2  
 Stayed about the same ..... 3  
 Don't know ..... 97
- EUF8. What percentage of new faxes do you configure with power management technology enabled?  
 Enter Percent (%)..... \_\_\_\_\_  
 Don't Know..... 97
- IF EUF8<100% THAN EUF9, ELSE ME1
- EUF9. Why don't you configure 100% of the faxes with power management enabled? [CHECK ALL MENTIONED]  
 User inconvenience..... 1  
 Too much effort for staff..... 2  
 Incompatible with system operations ..... 3  
 Other(specify) ..... 94  
 Don't Know..... 97

## Market Effects

- ME5. When you specify or purchase new copiers or fax machines, do you require that they qualify for the ENERGY STAR label?  
 Yes [SKIP TO ME7] ..... 1  
 No [GO TO ME6] ..... 2  
 Don't Know [GO TO ME6] ..... 97

- ME6. When you specify or purchase new copiers or fax machines, do you give preference to equipment that qualifies for the ENERGY STAR label?
- Yes ..... 1
- No ..... 2
- Don't Know..... 97
- ME7. Does your organization have purchasing policies or guidelines that require the selection of ENERGY STAR equipment?
- Yes [GO TO ME8]..... 1
- No [SKIP TO ME9]..... 2
- Don't Know [SKIP TO ME9]..... 97
- ME8. What year did you institute the policy or guidelines?
- Enter year ..... \_\_\_\_\_
- Don't Know..... 97
- ME9. In your experience, do copiers and fax machines that qualify for the ENERGY STAR label cost more than equipment that does not qualify for the label, less than equipment that does not qualify, or about the same?
- More ..... 1
- Less ..... 2
- The same..... 3
- Don't know ..... 97
- ME9a. When you take energy costs into account, do you think the costs of buying, owning, and operating an ENERGY STAR-labeled product over its lifetime are higher, lower, or about the same as products that do not qualify for the ENERGY STAR label?
- Higher ..... 1
- Lower..... 2
- About the same..... 3
- Don't know ..... 97
- ME10. Do you take steps to keep informed about power management technology?
- Yes ..... 1
- No ..... 2
- Don't Know..... 97

ME12a. What source do you rely on most for information on technical developments in office equipment?  
[MARK ONE ONLY.]

ME12b. What other sources do you rely on for such information? [CIRCLE ALL MENTIONED.]

	<b>ME12a. Most Often</b>	<b>ME12b. Others</b>
Consumer Report or other consumer-oriented magazines	1	1
Trade publications	2	2
On-line information sources	3	3
Colleagues and peers	4	4
Vendors	5	5
Consultant	6	6
Other (Specify)	7	7
Don't know	97	97

ME13. From what type of company do you typically purchase your copiers and fax machines? [CIRCLE ALL MENTIONED]

Mail order..... 1  
 Retail outlet..... 2  
 Value Added Reseller..... 3  
 Manufacturer direct ..... 4  
 Other (specify) ..... 94  
 Don't Know..... 97

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION.